

Message Text

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PAGE 01 STOCKH 00876 191526Z

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 024800

P R 191440Z FEB 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6817
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 0876

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: STC EVENTS: MAY 1976 COMPUTER EXHIBITION

REF: 75 STOCKHOLM 6359

1. STC IS IN CONTACT WITH SERVI-DATA AB WHICH IS SERVICE ORGANIZATION FOR RIKSDATAFORBUNDET, THE NATIONAL COMPUTER USERS ASSOCIATION; IT PROVIDES EDUCATION, EVALUATION, CONSULTING AND LIMITED MARKET RESEARCH SERVICES FOR MEMBERS OR CLIENTS. WE HAVE EXPLORED POTENTIAL COOPERATION ON FUTURE STC EVENTS, PARTICULARLY MAY 4-6 EXHIBITION.

2. SERVI-DATA IS TENTATIVELY PLANNING ONE-DAY SEMINAR FOR EARLY MAY ON DATA TRANSMISSION EQUIPMENT. SUB-AREAS OF SPECIAL INTEREST ARE FRONT-END PROCESSORS, CONCENTRATORS, SPECIAL MODEMS, AND TERMINALS, BOTH CUSTOM AND STANDARD. IF US EXHIBITORS COULD PROVIDE TECHNICAL SESSIONS ON ANY OR ALL THESE TOPICS, SERVI-DATA ANXIOUS TO COOPERATE (PENDING THEIR BOARD APPROVAL) AND HOLD SEMINAR DURING EXHIBITION. THEY ARE SPECIFICALLY INTERESTED IN WHAT EQUIPMENT WILL BE ON MARKET IN 2-5 YEARS.

3. STC RECOMMENDS IMMEDIATE EFFORTS TO CONSTRUCT WORKING
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ARRANGEMENT FOR SEMINAR. IT WILL GIVE MUCH NEEDED FOCUS

TO THIS EVENT AND WILL GUARANTEE ATTENDANCE BY KEY TARGET AUDIENCE OF BANKS, GOVERNMENT BODIES SUCH AS POST OFFICE, REGIONAL DATA CENTERS, CAR MANUFACTURERS. ALTHOUGH TELEPROCESSING CLOSELY CONTROLLED BY GOVERNMENT AGENCIES IN SWEDEN, ABOVE-MENTIONED MEMBERS OF SERVI-DATA HAVE SUFFICIENT POLICY INFLUENCE TO INCORPORATE NEW EQUIPMENT INTO APPROVED SYSTEM SPECIFICATIONS.

4. REQUEST OIM CONTACT EXHIBITORS ASAP AS TO AVAILABILITY OF TRANSMISSION EQUIPMENT SPECIALISTS TO PARTICIPATE IN EXHIBITION SEMINAR.

STRAUSZ HUPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STOCKH00876
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760062-0644
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760233/aaaabcbs.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STOCKHOLM 6359
Review Action: RELEASED, APPROVED
Review Authority: ullricre
Review Comment: n/a
Review Content Flags:
Review Date: 21 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 JUL 2004 by oatisao>; APPROVED <30 AUG 2004 by ullricre>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: STC EVENTS: MAY 1976 COMPUTER EXHIBITION
TAGS: BEXP, SW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006